



working together for all our children



Name of organisation	Church Hill Nursery School and Low Hall Nursery School
Statutory responsibility for approval	n/a
Who reviewed this Policy?	Alison Emmett
Statutory review timetable	n/a but review in line with the e-safety Policy and Data Protection Policy and Freedom of Information Publication Scheme
Policy review Date	Summer 2018
Date of next Review	Summer 2019

Communications Policy

1. In these schools:

- We give full consideration to issues of mental, physical, sensory impairment and the literacy skills, language and confidence of all our families when accessing our information and services. Language will be kept simple, and where possible e.g. on the website, translation into other languages will be made available.
- We follow our equalities and special educational needs policy, '**Different but Equal**' in seeking to be inclusive and accessible to all.
- We adapt and use London Grid for Learning's Policies for the 'Use of digital images and videos' and 'The use of social networking and on-line media' to be early-years focused. These are available on our website, and given in booklet form to parents before their child starts at our schools, when their consent, where appropriate, is requested. They are included as points 3 and 4 of this policy.
- We follow the London Grid for Learning's **e-safety Policy**. This, together with our Data Protection Policy, our sets out how we safeguard the security of all information we produce and publish.
- All staff sign the school's **Acceptable Use Policy** as part of their induction and then on an annual basis. This sets out their responsibilities regarding their digital life.
- Where applicable and available, we produce materials in accordance with LBWF guidance, including the LBWF logo.
- Visual communication is important to us, and we will use the logos and templates that have been developed to help people recognise material that we produce.
- We use whatever means are available and appropriate to publicise our activities and news. The information we seek to communicate includes ethos and values, location and contact details, Organisational structure, Governance, Admissions, events, courses, details of projects, incidents e.g. a case of chickenpox, and useful links.

2. Particular media:

Noticeboard

The noticeboards in the Nursery Schools are used for messages that nursery parents need to know about, as well as advertising information and events that might be of interest to them.

Text messaging

This is used to get messages to parents and carers that are particularly urgent or short-notice.

email

This is used to get messages to parents for them to consider.

website

Our website provides our wider community with information that they will find helpful with regard to the nurture of children under 5. This includes information about our ethos and values, how our Nursery operates and the activities we as well as information and links that are in keeping with our ethos and values.

Press Releases

Press Releases are used on occasion to share good news about things we have done. They are checked by the Head Teacher, and where appropriate, written in collaboration with LBWF Public Relations department.

Social media

Our social media activity is on Facebook, Instagram and Twitter. We use these:

- to improve our day-to-day contact with families whose children have, do and will in future come to our schools;
- to promote child-led early education on a borough, city and national level.

We believe that social media allows us to communicate news about the day-to-day life of the Schools which might not find a place on the school newsletter. These posts are automatically displayed on the schools' website.

3. The use of digital images and video

We don't take photos or videos of a child without their parents' consent and the child's agreement at the time. If we have both, we follow these rules:

- If the child is named, we avoid using their photograph.
- If their photograph is used, we avoid naming the child.
- Where showcasing examples of children's work we use only their first names, not their full names.
- If we were to show digital video work to an external audience, we wouldn't refer to children by name on the video, and wouldn't give children's full names in credits at the end of the film.
- We only take images of children in suitable dress.
- Staff are not allowed to take photographs or videos on their personal equipment.

Parents/carers can ask to see any images we have taken at any time.

Parents/carers can change your mind about giving us consent to take and use photos at any time. We ask them to do this in writing.

Ways we might use digital photography and video:

Photos and videos taken by school:

A teacher or Early Years Practitioner taking a photo or video of a child as part of an observation of their progress which is then put in their Learning Journey.

- a child's image being used in a school wall display and on their name card.
- a child's image being used to advertise the schools or to illustrate our work, in our school prospectus, on our school website or on leaflets advertising activities run in school.
- In rare events, a child's picture could appear in the media if a newspaper photographer or television film crew attends an event.

Note: If we, or a parent/carer, actually wanted a child's image linked to their name we would contact the parent/carer separately for permission, e.g. if a child won a national competition and wanted to be named in local or government literature.

Photos and videos taken by parents/carers

We ask parents/carers not to take photographs/videos of other children or staff at school events without the consent of the staff or the children's parents/carers. If they take photographs or videos, we ask that they focus on their own child.

We ask parents/carers not to share any photographs/videos of other children or staff they have taken at school events without the consent of the staff or the children's parents/carers.

4. The use of social networking and on-line media

Online behaviour

These schools ask our whole community to promote the **3 commons approach** to online behaviour:

- Common courtesy
- Common decency
- Common sense

How do we show common courtesy online?

- We ask someone's permission before uploading photographs, videos or any other information about them online.

- We do not write or upload 'off-hand', hurtful, rude or derogatory comments and materials. To do so is disrespectful and may upset, distress, bully or harass.

How do we show common decency online?

- We do not post comments that can be considered as being intimidating, racist, sexist, homophobic or defamatory. This is cyber-bullying and may be harassment or libel.
- When such comments exist online, we do not forward such emails, tweets, videos, etc. By creating or forwarding such materials we are all liable under the law.

How do we show common sense online?

- We think before we click.
- We think before we upload comments, photographs and videos.
- We think before we download or forward any materials.
- We think carefully about what information we share with others online, and we check where it is saved and check our privacy settings.
- We make sure we understand changes in use of any web sites we use.
- We block harassing communications and report any abuse.

Any actions online that impact on the school and can potentially lower the schools' (or someone in the schools') reputation in some way or are deemed as being inappropriate will be responded to.

In the event that any member of staff, student or parent/carer is found to be posting libellous or inflammatory comments on Facebook or other social network sites, they will be reported to the appropriate 'report abuse' section of the network site.

(All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this.)


In serious cases we will also consider legal options to deal with any such misuse.

The whole school community is reminded of the CEOP report abuse process:

<https://www.ceop.police.uk/safety-centre>

The Children's Learning and Development Committee of the Governing Body Approved this policy on date: 4/7/18.....

Signed:  Chair of Children's Learning and Development Committee
 Chair of Governors.

Signed:  Headteacher